

Dear Business or Organization Representative,

The City of Maricopa hosts a variety of community events throughout the year, bringing people together to foster community identity and pride with fun and exciting activities. These events would not be possible without the support and partnership of local community businesses and organizations. This is an invitation for you to partner with us and promote your organization or business in conjunction with the City of Maricopa events.

Within this Sponsorship packet you will see that the City has many exciting events planned for our entire community to enjoy. As an event sponsor, your organization will receive visibility through a variety of marketing materials, event signage and/or media coverage. Included in this mailing is a sponsorship opportunities packet which indicates the different promotional benefits your company would receive at each sponsorship level. Additionally, The City of Maricopa accepts partnerships and in-kind service donations for events year round. Included, is a sponsorship pledge form for your convenience.

Hopefully, you will find a sponsorship opportunity that suits your company's vision and interest from those indicated. However, if what is presented doesn't fit with your organization's interests but you would like to partner in another way, we are more than happy to tailor the sponsorship to best fit your organizational needs and budget.

Note: Inclusion on marketing materials and press releases for individual events is dependent on the timeliness of the sponsorship pledge submission. Please contact me at your earliest convenience to determine availability and appropriate timelines for the sponsorship opportunity of your choice.

Thank you for your interest in bettering our community through Special Events and for consideration of sponsorship. We look forward to working with you during the 2014-2015 Special Events! Please feel free to contact me if you have any questions or concerns.

Sincerely,

Niesha Whitman
Special Event & Marketing Manager
Maricopa Parks and Recreation Dept. 520-316-6865
niesha.whitman@maricopa-az.gov



Salsa Festival

The 11th Annual Salsa Festival will be held on Saturday, March 28, 2015 from 2-8 p.m. at Copper Sky Regional Park in Maricopa, AZ. At this annual community event, there will be activities for kids, live entertainment, food and drink, business vendors, and of course an opportunity to sample and vote on your favorite salsa! This event is Maricopa's largest event drawing more than 10,000 people to the City for salsa tasting, chili pepper eating, great music and games for all ages! As a regional event, the marketing is the most extensive of the three Maricopa festivals and extends into Phoenix, Metro area.

| Salsa | Title Area \$10,000 (1) | Salsa Area \$5,000 (1) | Community Stage \$2,000 (1) | Kid Zone \$500 (10) |
|--|-------------------------------|------------------------------|--------------------------------------|---------------------------|
| Co-announce winner of Salsa contest and present award from event stage | X | X | | |
| Seasonal recognition in My Maricopa | X | X | | |
| Company listed on event website | X | X | X | X |
| Recognition in Maricopa20, the City of Maricopa government channel | X | | | |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | X | |
| Company listed on event signage | X | X | | |
| 12 * 12 booth space at event | X | X | X | X |
| Company Banner placed in event area | X | X | | |
| Sponsor acknowledgement read at event stage | X | X | | |
| Opportunity to place sign in front of sponsored inflatable | | | | X |
| wristbands for kid zone | X | X | | X |
| Sponsorship appreciation dinner | X | X | | |
| Participate as a judge at event | X | | | |
| Access to event hospitality tent | X | X | | |
| Sponsor appreciation dinner | X | X | | |
| Plaque and recognition before City Council | X | X | | |



Fishing Derby

The event allows up to 250 children, ages five to 12, to participate in a catch-and-release fishing tournament held at the brand-new Copper Sky Regional Park. Each child receives a fishing kit complete with rod, reel and bait. The event is then topped off with a good old fashioned BBQ. Event guests will dine on hot dogs, chips, cookies, water and soda.

Date: April 11, 2015

Location: Copper Sky Regional Park Lake

Attendance: 1,000

Participation: 250 children

| Fishing Derby | Title/in-kind 2,500 | Supporting \$1,000 | Tackle \$500 | Bait \$250 | Hook \$100 |
|--|------------------------|-----------------------|-----------------|---------------|---------------|
| Plaque and recognition before City Council | X | | | | |
| Seasonal recognition in My Maricopa | X | | | | |
| Company listed on event website | X | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | X | | |
| Company listed on event signage | X | X | X | X | |
| 12 * 12 booth space at event | X | X | X | X | X |
| Company Banner placed in chosen event area | X | X | | | |
| Sponsor acknowledgement read at event stage | X | X | X | X | X |



Movies in the Park

The City is pleased to present the "Movies in the Park" series each May and June. Grab a blanket, lawn chair and join us at Copper Sky Park under the stars for an evening of quality entertainment with our community. Sponsorship per movie is \$500.00 and \$2,000.00 for all 4.

Date: May 1, May 15, May 29, June 5

Time: Movie begins at dusk

Location: Copper Sky Park

Attendance: 300-600 per movie

| Movies in the Park | Movie \$500 | Level 1 \$250 | Level 2 \$150 | Level 3 \$50 | Popcorn (in kind) |
|--|----------------|------------------|------------------|-----------------|----------------------|
| Plaque and recognition before City Council | | | | | |
| Seasonal recognition in My Maricopa | | | | | |
| Company listed on event website | X | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | | | X |
| Company listed on event signage | X | X | | | |
| 12 * 12 booth space at event | X | X | | | |
| Company Banner placed in chosen event area | X | | | | |
| Sponsor acknowledgement read at event stage | X | X | X | | |



Great American 4th

Maricopa's annual Independence Day celebration takes place on July 4. At this free event, families will enjoy games, water inflatables, contests, food vendors and of course a grand display of colorful fireworks. Entertainment is provided throughout the event and at 9 p.m., the presentation will begin followed by the fireworks display.

Date: July 4, 2015

Time: 6 pm – 10 pm

Location: Copper Sky Park

Attendance: 8,000-10,000

| Great American 4 th | Title & Firework 10,000 | Main Stage \$5,000 | Community Stage \$2,000 | Kid Zone \$500 (10) |
|--|----------------------------|-----------------------|-------------------------------|---------------------------|
| Sponsor appreciation dinner | X | X | | |
| Seasonal recognition in My Maricopa | X | X | | |
| Recognition in Maricopa20, the City of Maricopa government channel | X | | | |
| Company listed on event website | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | X | |
| Company listed on event signage | X | X | | |
| 12 * 12 booth space at event | X | X | X | X |
| Company Banner placed in chosen event area | X | X | X | |
| Sponsor acknowledgement read at event stage | X | X | X | |
| Opportunity to place sign in front of sponsored inflatable | | | | X |
| wristbands for kid zone | | | | X |
| Access to event hospitality tent | X | X | | |
| Plaque and recognition before City Council | X | X | | |



Merry Copa

The 1st annual Merry Copa Holiday festival will be held December 6, 2014 from 4pm – 8pm at Copper Sky Park. Our City Mayor will lead a countdown to reveal a Christmas tree covered in lights and decorations. Guest will have the opportunity to enjoy hot chocolate and cookies while listening to local community group performances and taking pictures with Santa. Food and business vendors will be on site

| Merry Copa | Title Area \$10,000 (1) | Lights & Luminaries \$5,000 (1) | Main Stage \$5,000 (1) | Supporting \$2,000 (3) | Snow Zone \$500 (10) |
|--|-------------------------------|--|---------------------------------|------------------------------|----------------------------|
| Assists Mayor with tree lighting | X | X | X | | |
| Seasonal recognition in My Maricopa | X | X | X | | |
| Recognition in Maricopa20, the City of Maricopa government channel | X | | | | |
| Company listed on event website | X | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | X | X | X |
| Company listed on event signage | X | X | X | X | X |
| 12 * 12 booth space at event | X | X | X | X | X |
| Company Banner placed in chosen event area | X | X | X | X | |
| Sponsor acknowledgement read at event stage | X | X | X | X | X |
| Opportunity to place sign in front of snow zone | | | | | X |
| wristbands for snow zone OR ice rink | | | | | X |
| Access to event hospitality tent | X | X | X | | |
| Sponsor appreciation dinner | | | | | |
| Plaque and recognition before City Council | | | | | |

2nd Saturday Market

The City of Maricopa would like to provide an opportunity for community members to enjoy fresh produce, and organic products while supporting our local farmers, and businesses. The 2nd Saturday Market will focus on Arizona grown produce, honey, local foods, baked goods, pickles, preserves, arts and crafts and more!

Location: Copper Sky Park

Date: Oct 11, Nov 8, Dec 13, Jan 10, Feb 14, Mar 14, Apr 11, and May 9

Time: 8:00 am – 12:00 pm

| 2 nd Saturday Market | Arizona \$500 | Level 1 \$350 | Level 2 \$200 | Level 3 \$100 |
|--|------------------|------------------|------------------|------------------|
| Plaque and recognition before City Council | | | | |
| Seasonal recognition in My Maricopa | | | | |
| Company listed on event website | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | X | |
| Company listed on event signage | X | X | X | |
| 12 * 12 booth space at event | X | X | X | |
| Company Banner placed in chosen event area | X | | | |
| Sponsor acknowledgement read at event stage | | | | |



Spring/Fall Concert Series

The concerts in the park series will include a variety of musical genres, (a diverse program is one of our primary goals) and various levels of performers.

Location: Copper Sky Park Amphitheater area

Date: September 5, 12, 19, 26

Time: Community group at 6:00, headliner at 6:30

| Spring/Fall Concert Series | Presenting \$1,000 | Level 1 \$500 | Level 2 \$200 | Level 3 \$50 |
|--|-----------------------|------------------|------------------|-----------------|
| Plaque and recognition before City Council | | | | |
| Seasonal recognition in My Maricopa | | | | |
| Company listed on event website | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | | |
| Company listed on event signage | X | | | |
| 12 * 12 booth space at event | X | X | X | N/A |
| Company Banner placed in chosen event area | X | | | |
| Sponsor acknowledgement read at event stage | X | X | X | |

5k Fun Run

The City of Maricopa promotes health and exercise through our annual 5k fun run. The 5k is a professional timed race/walk where athletes from all ages participate! An award ceremony takes place ending the race to award all participants in each category with top times.

Location:

Date:

Time:

| 5k Fun Run | Title \$5,000 | Health \$2,500 | Level 1 \$1,000 | Level 2 \$500 | Level 3 \$250 |
|--|------------------|-------------------|--------------------|------------------|------------------|
| Log on event t-shirts | X | | | | |
| Seasonal recognition in My Maricopa | X | | | | |
| Company listed on event website | X | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | X | | |
| Company listed on event signage | X | X | | | |
| 12 * 12 booth space at event | X | X | X | X | X |
| Company Banner placed in chosen event area | X | | | | |
| Sponsor acknowledgement read at event stage | X | X | X | X | |
| Opportunity to place sign in front of sponsored inflatable | | | | | |
| Wristbands for kid zone | | | | | |
| Plaque and recognition before City Council | | | | | |



Mud Run

Participants will have the opportunity to run, walk, and crawl through two miles of mud and obstacles. Since the mud run is geared towards all fitness levels, no training is needed. Participants are also encouraged to wear costumes to this event. The best costume will receive an award!

Location: Copper Sky Park

Date: October 18, 2014

Time: 8:00 am – 12:00 pm

| Mud Run | Title \$5,000 | Mud \$2,500 | Level 1 \$1,000 | Level 2 \$500 | Level 3 \$250 |
|--|------------------|----------------|--------------------|------------------|------------------|
| Company logo on event t-shirts | X | | | | |
| Seasonal recognition in My Maricopa | X | | | | |
| Company listed on event website | X | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | X | X | X | |
| Company listed on event signage | X | X | X | | |
| 12 * 12 booth space at event | X | X | X | X | X |
| Company Banner placed in chosen event area | X | X | | | |
| Sponsor acknowledgement read at event stage | X | X | X | X | X |
| Opportunity to place sign in front of sponsored inflatable | | | | | |
| wristbands for kid zone | | | | | |
| Plaque and recognition before City Council | | | | | |

Mysterious Mansion Mayhem/Shutter Shots/ Holiday Homes

| Mysterious Mansion Mayhem/Shutter Shots/ Holiday Homes | Supporting \$500 | Gift card \$100 | Gift card \$50 | Gift card \$25 |
|--|-------------------------|------------------------|-----------------------|-----------------------|
| Plaque and recognition before City Council | | | | |
| Seasonal recognition in My Maricopa | | | | |
| Company listed on event website | X | X | X | X |
| Included in all marketing material (newspaper, magazine, etc.) | X | | | |
| Company listed on event signage and marketing material | X | X | | |
| 12 * 12 booth space at event | | | | |
| Company Banner placed in chosen event area | | | | |
| Sponsor acknowledgement read at event stage | X | | | |

2014-2015 SPONSORSHIP COMMITMENT FORM

Thank you in advance for supporting the City of Maricopa Special Events, as we continue to strive to provide high quality services and programs that benefit our local community. Please complete the following form and indicate your desired event sponsorships:

SPONSOR INFORMATION

Company Name: _____

Company Representative: _____

How to list Company Name on Marketing Material: _____

Phone number(s): _____

Email: _____

EVENT SELECTION(S)

| | Title | Presenting | Level 1 | Level 2 | Level3 | Total |
|---------------------------------|-----------------------------------|----------------------------------|----------------------------------|--------------------------------|--------------------------------|-------|
| Salsa Festival | <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$500 | N/A | |
| Fishing Derby | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$100 | |
| Movies In the Park | N/A | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$50 | |
| Great American 4 th | <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$500 | N/A | |
| Merry Copa | <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$500 | N/A | |
| 2 nd Saturday Market | N/A | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$350 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$100 | |
| Spring Concert Series | N/A | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$50 | |
| Fall Concert Series | N/A | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$50 | |
| 5K Fun Run | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$250 | |
| Mud Run | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$250 | |
| Mysterious Mansion Mayhem | N/A | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$100 | <input type="checkbox"/> \$50 | <input type="checkbox"/> \$25 | |
| Holiday Homes on Parade | N/A | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$100 | <input type="checkbox"/> \$50 | <input type="checkbox"/> \$25 | |
| Shutter Shots | N/A | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$100 | <input type="checkbox"/> \$50 | <input type="checkbox"/> \$25 | |

Total number of events: _____ **Total Sponsorship:** _____

Make checks payable to the **City of Maricopa** and along with sponsorship form, send to:

City of Maricopa Special Events
Attn: Niesha Whitman
39700 W Civic Center Plaza
Maricopa, AZ 85139

For more information contact niesha.whitman@maricopa-az.gov or call (520) 316-6865.